

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
March 26, 2013
8:00 AM**

MINUTES

Present: Frank McNabb (Chair), John Armstrong, Carl D'Oleo Lundgren, George Jones, June Krisch

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:04 am.

2. Approval of Minutes from February 26, 2013

George Jones made a motion to approve the Minutes of February 26, 2013. John Armstrong seconded the motion. The motion was approved.

3. Update on Storrs Center

Cynthia van Zelm updated the Committee on the status of Storrs Center including a new business Haru Aki (Pan-Asian food), the schedule for road work, and the interview of consultants for town square design. She said the public hearing on zoning applications for the Town Square-3 building and the grocery store site will be April 3 at the Mansfield Fire Station 107 on Stafford Road.

Mr. Jones said he has been encouraged that 24 of the 92 apartments in Town Square-3 will be designed to appeal to a wider audience with some of them including foyers and dining rooms.

4. Update on Membership Renewals

Mr. McNabb said that 238 memberships had been renewed thus far with approximately \$13,000 received.

Committee members reviewed the non-renewal list again. Committee members are making calls to some of the members; Ms. van Zelm will follow-up with the balance.

5. Review of Display Board Ideas

Ms. van Zelm referenced the memo that Sarah Delia had prepared about display board options. Mr. McNabb said he thought three elements were important: a header on the board, a carrying case, and the ability to put the display on a table.

Mr. Jones suggested that before a method of display was determined, the Committee should review what should be displayed. What is to be conveyed to the public? He said initial impact is key. Mr. Jones said there has been more traffic since the large board with the site plan has been displayed.

Mr. Jones said he thinks the following are important – marketing Storrs Center (what benefits does the public receive?); statistics (how many apartments are available, timetable, etc.); scope of the project/site plan shows how big it is and identifies the downtown as prestigious; and promote membership.

Mr. Jones said that handouts can be useful as a takeaway but do not have the impact of the visual boards. He reiterated the need to include new photos with people in them, as well as photos of the inside of the businesses and apartments. Ms. van Zelm said that Leyland will be working on a professional photo shoot once the trees come out that will include more activity. Mr. Jones suggested that the site plan be situated in the center with boards on either side that display a list of businesses and photos. Mr. Jones will develop his concept further. Ms. van Zelm suggested that he attend the staff team's monthly communications call on April 4.

Mr. McNabb suggested interactive slides if a slide show could be set up at any of the venues where the Partnership has a table.

Mr. McNabb suggested that the Partnership take its show on the road in other towns. Ms. van Zelm said this has been done to some extent but more often towns and organizations in other towns have wanted to come to Storrs Center to see the new downtown.

6. Volunteer Calendar and Other Membership Outreach

Mr. McNabb and Carl D'Oleo-Lundgren will staff the UConn Open House table at Gampel on April 13. Ms. van Zelm will send them the layout of where the Partnership table will be located.

Mr. Armstrong said Off Campus Student Services has a table at UConn Orientation but he may be able to help out at the Partnership table as available.

Ms. van Zelm said the plan is to have restaurant menus and a list of businesses in Storrs Center at the Orientation.

Mr. D'Oleo-Lundgren said he had recently seen mini-projectors and thought the Partnership may be able to use them at future events.

He spoke to students again and they especially would like discounts to Froyoworld and Dog Lane Café.

Ms. van Zelm reported on a few items from the last Committee meeting. She said Partnership staff discussed the idea of offering coupons in membership thank you's (courtesy of the businesses and contingent on their interest) starting in the fall membership campaign.

She said she spoke to UConn Deputy Chief of Staff Mike Kirk and he said there is no one central place at UConn where publications are disseminated.

Ms. van Zelm said that someone can request on-line at the Partnership website that a membership form be sent to them as well as printing out a form.

Mr. Armstrong said that Residential Life can allow information about the Partnership and Storrs Center on its bulletin boards. The best time to start may be fall since there is so much going on this spring. Mr. Jones will put together a design for the next meeting. Mr. Armstrong said he thought a 3 foot by 5 foot size would work but he is waiting to hear back from Residential Life. Bulletin boards get changed

out once a month so a poster could be done in the fall and spring. Effective content would be photos and a list of what businesses are in Storrs Center and which ones are coming.

7. Adjourn

The meeting adjourned at 9:20 am.

Minutes taken by Cynthia van Zelm.